

IARE Regional Meeting Notes * November 17, 2005 * Omaha, Nebraska, USA

Hyatt Hotels and Resorts was the host for this years meeting. Due to space issues the meeting was held at Dave & Buster's. The meeting was held and the following were the suggested topics for discussion.

Benchmark Discussions (Suggested Topics)

Coaching
Technology
Reporting
Guest Satisfaction
Motivation
Hotel Contacts
Evaluation Process
Attendance
Managing Change
Quality Assurance Process
Accountability
Call Evaluation Forms
Communication
On-line Training
Brand

Hiring and Retention

Omni - hire within the organization. Personal reference from staff members.

Carlson - supervisors conduct the interviews (generally in a group setting).

Carlson - Customer Service - percentage of senior representatives has fixed schedules. Non-senior representatives rotate weekends every eight weeks. Shift bid process for non-senior representatives. CS staffed from 0700-1900, M-F and 830-1700 on weekends. After hours - closing announcements. Sales Specialists that handle procedural calls. CS representatives handle pre/post and during stay customer complaints calls.

Omni - handles customer complaints pre and post. Supervisors handle procedural calls. CS reps have set schedules and are staffed from 0700-2000, M-F and 0800-1730 on weekends.

Quality Measurement

Carlson - one stop resolution. CS reps are empowered to compensate guests. There are compensation levels. Customer Service representatives are expected to offer an apology or display empathy. If CS do not do either, if they fail the call. As a result of offering an apology or being empathic, handle time has decreased.

Omni - complaints go back to the hotels. In the near future, the Reservation Center will handle folios for the hotels.

Call Center Incentives

Carlson - incentive based on cph and conversion. Carlson did not elaborate on their incentive program.

Omni - 3 gatekeepers (productivity, schedule adherence, and revenue). Incentive payout is based on consumed revenue. Based on consumer revenue - meets is 40% of consumed revenue, exceeds is 80% for consumed revenue.

There is also a 100% payout.

Representatives can access a database to view generated revenue, sales per day, etc.

Actual revenue is every two weeks - Productivity.

Carlson and Omni use Access for reporting purposes.

Coaching (Positive & Negative) & Recognition

Carlson - call coaching is very similar to Hyatt Hotels and Resorts. Management staff spends time on attendance issues and inappropriate Internet abuse.

Omni - management staff spends time on professionalism and attendance issues. Supervisors conduct monthly calibration meetings to review calls and discuss call procedures.

Coaching and Brand

Carlson - coaches on demographic and their different brands. CS Manager listens to selected calls and holds the supervisor accountable (both positive and negative calls).

Supervisor Ration

Omni - 1 - 20/25

Carlson 1 - 19

Hyatt – 25-30

Sick Pay

Omni - employees earn sick pay benefits on anniversary date

Carlson - sick pay is accumulative

Hyatt Employee's – earn sick time in January every year.

Tantacomm presentation

1230-1400. Patrick O'Donnell was the guest speaker.

1. Performance Workforce Optimization

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5 Building Blocks to attain workforce optimization
Interaction Recording
Quality Management
IVR Surveying
E-Learning
Workforce Management

Contact Center Performance is based on service, quality, efficiency, and profitability.

After the presentation we boarded Olley the Trolley and headed to the Hyatt Reservation Center for a tour of the facility. Upon completion of the tour the bus was loaded and everyone was returned to Dave & Buster's for a cocktail reception.